

## Specialized “In-Market” Databases

First Movers Advantage, LLC publishes specialized “In-market” lists for a variety of business purposes. We monitor real estate for-sale advertising to identify consumers who are currently “in-market” to buy or sell a new home.

Our residential Pre-Mover marketing list is the nation’s premier pre-mover database. We watch real estate “for sale” advertising nationwide to identify homeowners that are selling their house. Pre-mover information is successfully used by professionals in the moving, storage, mortgage, insurance, home improvement, communications, and other industries.

Each year, eight percent of your previous homeowner-customers will sell their homes and buy a new home. Each of these events represents an opportunity for you to earn their repeat business. Our Customer Retention program, called Clairvoyance®, is designed to alert you whenever one of your previous customers is about to buy a new home.

We also offer bulk licensing of our database for your real estate related business. We have over 100,000,000 real estate advertisements from late 2003 to present. Use our real estate for sale file to augment your automated real estate valuation or risk management tools.

Finally, We are Data Gathering Specialists and are always open to new ideas. Do you have a need that is not met by the marketplace? We may be able to help. Please call to discuss your special project.



# First Movers Advantage Pre-Movers List

## Description:

Find your next residential customers before they move. Target new prospects as they offer their home for sale and are planning to move into a new home.

Residential Pre-Movers are highly responsive to offerings for moving services, mortgage services, insurance services, appliances, furniture, home accessories, home security systems, and other products or services that are purchased before moving into a new home.

Our weekly list provides a steady source of qualified leads for your marketing program. Get in front of thousands of ready-to-buy prospects each week.

- Updated weekly for timeliness
- Duplicate records suppressed
- New construction suppressed from list
- Bank owned property (REO) suppressed
- Investor owned property suppressed
- Prior movers suppressed
- Addresses are certified to assure accuracy
- Delivery points verified to reduce return mail
- National coverage
- Delivered on Monday morning each week

## Base Record Includes:

- Homeowner name on ALL records
- Address, city, state, zip
- Asking price of home
- Date advertised

## Source:

Real estate "For Sale" ads and other public sources. (Note: Our lists are not compiled from Realtors or their proprietary MLS systems)

## Requirements:

- Sample mail piece required.
- List rental agreement required.
- Credit Card Payment Required. (Net terms available for credit approved accounts.)
- You provide your own Do-Not-Call compliance.

## Prices\*:

0 - 4,999 records:	\$ .25 each
5,000 - 9,999 records:	\$ .20 each
10,000 + records:	\$ .15 each

\* No minimum purchase required!

\* Prices are based on the number of records shipped each week.

## National Data Counts:

- Per Week 62,500+
- Per Month 250,000+
- Per Quarter 750,000+
- Call for counts in your area.

## Selection Criteria\*\*:

- State & County
- Zip code
- Asking price
- Presence of telephone number.

\*\* We do not charge selection fees, file fees, or run charges.

## Available Formats:

- Adobe Acrobat (Mailing Labels)
- MS Excel
- Text

## Delivery Options:

We deliver all files by e-mail. Call if you require another delivery method.

## Contact:

Our sales team at:

866-950-6683 toll free

[sales@firstmoversadvantage.com](mailto:sales@firstmoversadvantage.com)

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